Video Media Center -

VMC 1000

User Guide

Version 1.0.3

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Contents

3 Managing Access to Video Media Center

4 Managing Content in VMC 1000

5 Using the Media Editor

6 Creating Reports

About This Manual

This introduction provides a brief overview of the Video Media Center - VMC 1000 User Guide, describes the conventions used in this manual, and explains how to get additional information or support.

Purpose

The Video Media Center - VMC 1000 User Guide describes how to configure and use the VMC 1000 appliance to archive and manage live stream video conference calls stored on the Polycom RSS 2000.

Documentation

The Video Media Center - VMC 1000 User Guide is part of the Video Media Center - VMC 1000 documentation set, which includes:

- *The Video Media Center - VMC 1000 User Guide* - This document.

- *The Video Media Center - VMC 1000 Administration Guide* - Explains how to connect the VMC 1000 appliance to your network and enable it to manage video conference calls from the RSS 2000.

- *The Video Media Center - VMC 1000 Release Note*s - Describes the product release. This document also identifies known problems and their workarounds, information not covered in the manuals or that has been modified since publication, as well as problems that have been fixed since previous releases.

For more information about the Polycom RSS 2000, see the *Polycom RSS 2000 User Guide*.

Audience

This guide is primarily for VMC 1000:

- Content Owners - Users who create and manage VMC 1000 programs.

Document Conventions

This document uses the following typographical conventions.

bold	Names of fields, screens, windows, dialog boxes, and other user interface elements; for example: **1** Type the number into the **Phone Number** field and click **Dial**. **2** Click **Cancel** to close the dialog box.
italics	New terms, book titles, or emphasis; for example: According to the *VERITAS Cluster Server User Guide*, crash tolerant applications are sometimes referred to as *cluster friendly* applications.
code	Computer output, command references within text, and filenames; for example: Performs the initial configuration and reads the `.vcsrc` file
`code, bold`	Command line entries, for example: >> Type **`cp ../default_group.ini group.ini.`**
`code, bold & italics`	Command line variables, for example: >> Type **`cp ../default_group.ini groupnn.ini`** replacing ***nn*** with the subscriber group number.
SMALL CAPS	Specific keys on the keyboard, for example: >> Move the cursor by pressing TAB or SHIFT+TAB.

Customer Support

Recognizing that technology alone cannot solve today's complex challenges, Polycom Global Services provides the industry's best technical support staff and programs to let you concentrate on the task at hand. VMC 1000 users can select from a variety of support solutions to obtain the level of support that best meets their needs.

Before contacting your Polycom Global Services representative for technical assistance, gather as much information as possible about your situation. Any information you can provide helps us assess the problem and develop an appropriate solution.

Polycom Global Services Telephone

If you have comments or questions about VMC 1000 or if you need technical assistance, contact:

- Polycom Global Services in U.S.A. 800-827-7782

- Denver metro or outside U.S.A. 303-223-5223

1

About the VMC 1000

Overview

This chapter explains key concepts about the VMC 1000 appliance as part of the Polycom video conferencing solution.

This chapter contains the following sections:

- About the VMC 1000
- Key Concepts

About the VMC 1000

The VMC 1000 manages live and video-on-demand (VOD) content created by Polycom RSS 2000 devices and manages video streams (in Windows Media format) created by other devices and uploaded to the VMC 1000. It provides scalable and reliable content access by means of streaming protocols to end users across the entire enterprise.

The VMC 1000 discovers new live and archived video calls recorded by RSS 2000 devices by periodically polling all registered RSS 2000 servers for a list of live and archived calls. After each request, the VMC 1000 compares the current list with a list obtained by the previous request and discovers the difference between the two states (i.e. which live conferences and recorded files were added).

The VMC 1000 uses this information to create assets (Resource Bin items) and published events (Programs) to be accessed by end users (Content Owners, Site Administrators, and Viewers). The VMC 1000 uses different time frames to query for live and recorded content - for example, it could query every 10 seconds for new live streams and every 60 seconds for new recorded files.

Once a live stream from the RSS 2000 is discovered, it is connected to an entry point (publishing point) on a standard Windows Media Server 9.

The VMC 1000 only requires a single stream to be pulled from the RSS 2000 to enable hundreds of streams. The VMC 1000 publishes live event links on its Viewer Portal and redirects end users to the live streams from a streaming server.

Once a video archive recorded by an RSS 2000 device is discovered by the VMC 1000, it is transferred from the RSS 2000 device to a central repository managed by the VMC 1000. The managed content can then be assigned access control parameters and published to the VMC 1000 to be accessed by the Viewer Portal, (which contains an embedded Window Media player) or by the Windows Media Player, depending upon which option the Site Administrator selects during setup. The following figure shows how the VMC 1000 works as part of the Polycom video conferencing solution:
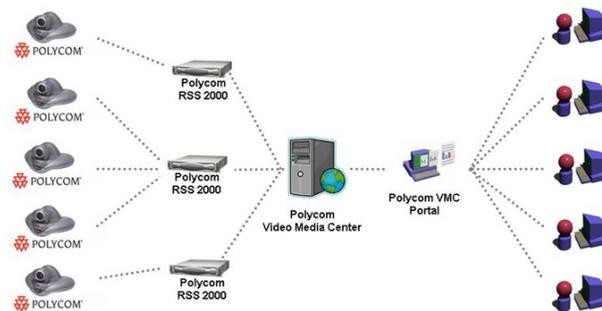
Key VMC 1000 Features

The following are important features of the VMC 1000.

RSS 2000 Registration and Monitoring

The VMC 1000 registers an unlimited number of RSS 2000 devices. Once registered, the VMC 1000 monitors the state of the RSS 2000 devices. A link to the RSS 2000 native UI enables users (Site Administrators) to access the RSS 2000 device directly from the VMC 1000 interface.

Content Creation and Publishing

The VMC 1000's user interface for content creation and publication:

• Provides you with a simple workflow for creating and publishing content to the VMC 1000 Viewer Portal.

• Allows you to specify rich descriptive information about content, availability, expiration dates, and presentation options.

• Allows you to control content access by supporting the following access control modes:

- Group and user access - Leverages AD/LDAP group/user permission to control access to content.

- PIN code access - Leverages the Polycom RSS 2000 pin code mechanism for providing access control to live and VOD content.

- Open access - Provides unrestricted access to content.

Content Editing

The VMC 1000 allows you to perform simple editing of VOD content using the Media Editor. The following editing capabilities are supported:

- Trimming

- Inserting chapters for quick navigation

- Inserting slides

- Inserting captions

Content Backup

The VMC 1000 allows you to backup video content and system configuration data.

Security and Access Control

The VMC 1000 supports the following types of user authentication:

- **LDAP Authentication**

Integration with LDAP enables the VMC 1000 to authenticate a user's login against the company directory. A user, once authenticated, is associated with a VMC 1000 group and role that defines authorized user permissions and access rights.

- **Local Database Authentication**

If a company does not have an external directory service, or does not want to leverage their existing directory service, an optional database authentication mechanism is available to leverage the VMC 1000 database.

VMC 1000 System Monitoring

The VMC 1000 System Monitoring:

- Monitors the VMC 1000's run-time system parameters including the number of active sessions, utilized memory, and the average request response time.

- Provides access to system alerts and logs.

- Reports critical system-level and application-level events, such as low storage, and streaming connections errors because of license limitations on the number of supported streams, etc.

Reporting

The VMC 1000 includes five Aggregate Program Reports that allow the Site Administrator to find out how the VMC 1000 is performing. The VMC 1000 includes the following Aggregate Program Reports:

- Program Summary Report

- Media Viewing Report

- Viewer Activity Report

- Program Popularity Report

- Domain Summary Report

The VMC 1000 also includes four Program Reports that allow the Site Administrator and Content Owner to get information about a particular program or user. VMC 1000 includes following Program Reports:

- Question Submission

- Viewer Attendance

- Media Viewing Records

- Detailed Program Viewing Report

Key Concepts

This section explains key concepts that can help you understand how the VMC 1000 works.

Realm

A realm is a complete database of roles, users, and groups used to identify valid users of the VMC 1000.

Roles

Each user is assigned one or more roles, which provide a package of permissions allowing users of the role to perform tasks within the VMC 1000 user interface. The VMC 1000 has three roles:

- Site Administrator
- Content Owner
- Viewer

Site Administrator

Site Administrator is the user who has complete access to all aspects of the VMC 1000. The Site Administrator manages all aspects of the VMC 1000 domain and manages all users, including Content Owners and Viewers. Site Administrators also manage the domain messaging and the domain configuration, which enables and disables a variety of features.

Content Owner

The Content Owner user is another administrator role. Content Owners have fewer permissions than Site Administrators. Content Owners manage Viewers, Programming, the Resource Bin, and Reports. Content Owners have the authority to add, edit, and delete Viewers; upload streaming and downloadable resource files; add, edit, and delete channels and programs. Content Owners manage only those channels and programs that they create.

Viewer

The Viewer is a user who has been granted access to the VMC 1000 Viewer Portal.

Category

A category is the top level of content hierarchy. A category is a container for channels and programs within a domain. They provide an easy way for you to organize content and for your audience to find it. A Site Administrator can edit, add, and delete categories.

Channels

A channel is the middle level of content hierarchy. A channel is a container for programs generally of the same subject matter. Channels are commonly used to package a series of programs, or to provide your audience the option access to a set of programs over time. Site Administrators and Content Owners can edit, add, and delete channels.

Programs

A program is the bottom level of the content hierarchy. A program is a metadata "wrapper" that controls access to resources published using VMC 1000. Programs aggregate related streaming files and downloadable files from the Resource Bin for online presentation. There can be several Resource Bin items associated with a single program. For example, a program can contain the same video in multiple bit rates, or non-related video files with different bit rates. Programs are owned by the owner of the channel in which the program resides.

Groups

Groups allow Site Administrators to create groups of users and assign roles to them. These groups are also available to Site Administrators to assign to programs to limit access of the program to specified groups.

> In a domain that uses an LDAP realm, groups are read from the datastore, and cannot be modified, nor can additional groups be manually added through the system.

Resource Bin

The Resource Bin is a virtual file system for all streaming and downloadable files uploaded into the VMC 1000. In order to create a program with streaming files, or streaming and downloadable files, you must first populate your Resource Bin. In the Resource Bin, you can:

- Upload new resources.

- View or edit information associated with existing resources.

- Organize Resource Bin items within Resource Bin folders.

- View shared resource files.

When you create a program, you are prompted to choose resource files from the Resource Bin. The Site Administrator and the Content Owner can both manage the Resource Bin. The Site Administrator can view all resources. Content Owners can only view shared or public resources, and only the private resources they own or manage (streaming, downloadable, thumbnail, etc).

2

Getting Started with the VMC 1000

Overview

This chapter explains how to log into and navigate within the VMC 1000. It contains the following sections:

- Logging into VMC 1000
- Navigating the VMC 1000 User Interface

Logging into VMC 1000

The VMC 1000 login page is the entry point for all users. Each Site Administrator, Content Owner, and Viewer has an individually assigned username and password that gives them access to the VMC 1000. When the VMC 1000 uses an enterprise LDAP system for user authentication, the users log in using their regular LDAP credentials.

In addition to the VMC 1000 secure logon system and secure page encryption, the VMC 1000 has implemented a Domain Level Security System (DLSS).

The VMC 1000 domain is a logical partition of content, users, and media. A domain has its own:

- Categories and Channels
- Users - Site Administrators, Content Owners, and Viewers
- Programming
- Resource Management
- Report Generation

Site Administrators have the authority to manage everything within the VMC 1000 domain.

If you do not have a user name and password, please contact your Site Administrator. If you have forgotten your password, and you have the option "Forgotten Password?" link enabled, you can click this link, enter your email address, and a temporary password is e-mailed to you. If this link is not available and your user account is being drawn from an enterprise user database, such as LDAP, and you must follow the instructions provided by your IT department to recover your password.

Logging in as a Site Administrator or Content Owner

Site Administrators and Content Owners can bypass the single Login page for all users and directly log into the Video Media Center Administrative UI by using a URL that has the following convention:

http://server/vmc/broadcast/home/home.jhtml

where:

server is the name of the web server where VMC 1000 is installed.

vmc is the name of the VMC 1000 domain in which your user account resides.

Logging in as a Viewer

Viewer users only have access to the Viewer Portal. The URL for the Viewer Portal Login page uses the following convention:

http://server/vmc/default.jhtml
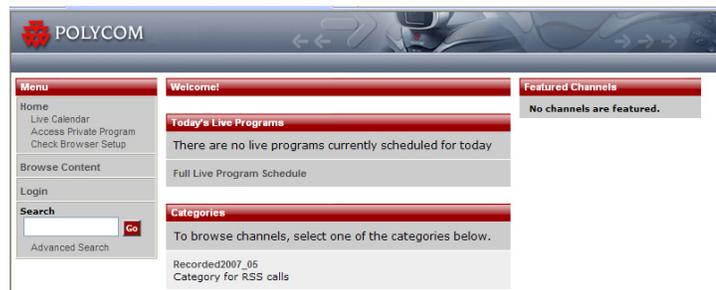
Navigating the VMC 1000 User Interface

The VMC 1000 UI uses a dynamically generated menu which provides all the navigation links necessary to use the application.

You activate the menu by clicking the menu option in the left navigation menu. For those menu options that have sub-options, the sub options open up. Simply click the sub option and the next page loads.

The VMC 1000 UI menu is generated according to the logged in user's role. This means not all menu options are available to all users. For more information on user roles, please see Chapter 2, "Getting Started with the VMC 1000."

3

Managing Access to Video Media Center

Overview

This chapter explains how to manage user access to content on the VMC 1000.

This chapter contains the following section:

- About Users

About Users

Users refers to all users who have access to VMC 1000, either as a Site Administrator, a Content Owner, or a Viewer. Each user is assigned one or more roles, which defines a set of permissions allowing access to certain areas of the application. For more information users and roles, please refer to Chapter 1, "About the VMC 1000."

Only a domain using the VMC 1000 realm allows a Site Administrator to manage individual users. If the domain uses an LDAP realm, user characteristics are read from the datastore and cannot be edited.

The following instructions are for VMC 1000 realms only.

Adding New Users

To add a new user:

1   From the menu, click **Users.**

2 Click **Add Users**.

The **Users: New User** page appears.

3 Supply the required information, including which groups the new user should belong to.

4 Select a group.

5 Click the **Save** button.

Editing a User

To edit a user:

1 From the menu, click **Users**.

2   Click **Show Users**.

The page appears with a list of users.
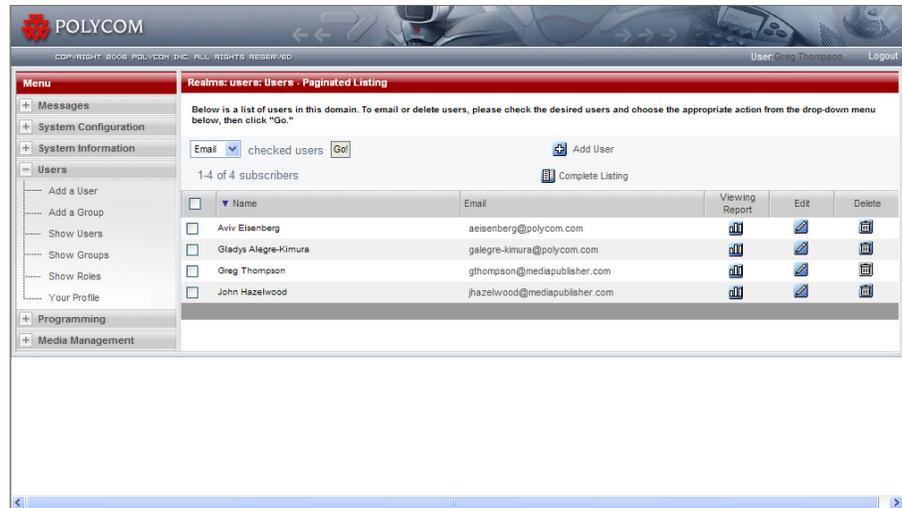
3   Click the **Edit** icon to the right of the appropriate user name.

4   Make the necessary changes.

5   Click the **Save** button.

> **IMPORTANT**: When you change a user's groups, you could be affecting their access to some features, media, and content.

Changing a User's Password

To change user's password:

1   From the menu, click **Users**.

2   Click **Show Users**.

3   Click the **Edit** icon to the right of the appropriate user name.

4   Click **Change Password**.

5   Make the password change on the subsequent page and click **Save**.

6   Click the **Save** button.

Deleting a User

To delete a user:

1 From the menu, click **Users**.

2 Click **Show Users**.

3 Click the **Delete** icon to the right of the appropriate user name.

If the user being deleted owns programming and resources, you are asked to select which user "inherits" the deleted user's programming and resources.

IMPORTANT: If the System Administrator deletes a user from an LDAP realm and that user owns programs and resources, then the system administrator must reassign those programs and resources to a current VMC 1000 user in that LDAP realm.

Emailing a User

To email a user:

1 From the menu, click **Users**.

2 Click **Show Users**.

3 Select the user(s) you want to email by clicking the check box to the left of their names.

4 Select **Email** (which is the default) from the drop-down menu to the top left of the screen and click the **Go** button.

The **Users: Send Email** page appears.

5 Confirm that you want to perform this action on all selected users by clicking **OK** in the dialog box that pops up.

6 Fill out the subject line and body message in the fields provided.

7 Click the **Send** button.

4

Managing Content in VMC 1000

Overview

This chapter explains how you can manage content in VMC 1000.

This chapter contains the following sections:

- About the Resource Bin
- About Channels
- About Programs
- Saving a Program's Downloadable Media

About the Resource Bin

The Resource Bin is a virtual file system for all streaming and downloadable resource files listed by a Content Owner. The Resource Bin is managed by a Site Administrator or a Content Owner.

In the Resource Bin you can upload new resources, view or edit information associated with existing resources, and view shared resource files. When you create a program, you are prompted to choose files from the Resource Bin. If your Resource Bin is empty, you cannot create a useful program.

Resource Bin Items

Resource Bin items consist of the following:

- **Streaming Media** - Video files in Windows Media format only.
- **Thumbnails** - Images that appear in channels and programs. Acceptable file formats for thumbnails are BMP, PNG, and JPEG. Recommended size for thumbnails is 100X100 pixels.
- **Downloadable Media** - Any media type. Examples include PDF documents and PowerPoint slides. These are available to download by Viewers of VMC 1000 programs.

- **Slide Packages** - Consist of PowerPoint slides uploaded and converted to JPEG images by the VMC 1000. Content Owners can use these slide packages to sync with their video.

RSS 2000 Resource Bin Items

When a video stream is imported into the VMC 1000 by means of the RSS 2000, this video is added to a group in VMC 1000 called "Everyone." At this point, it is not a program and it is available to all persons in the Resource Bin until a Site Administrator or Content Owner assigns this video stream to a person who then owns it. This person becomes the only one who can edit the program.

There are two ways to populate the Resource Bin with streaming video:

- When you connect to the RSS 2000, streaming video is automatically uploaded to the Resource Bin in the VMC 1000.

- The second way involves the purchase of the Upload External Content feature. Using this feature, you can create a program with uploaded streaming media files.

Any file to be uploaded to Resource Bin cannot have spaces in its name. You must rename it prior to selecting it for upload.

Adding a New Folder

To add a new folder:

1   Click **Media Management**.

2   Click **Resource Bin**.

3   Click **New Folder** at the top of the resource listings.

The **Resource Bin**: **Add Resource** page displays with the previously opened folder highlighted in yellow.
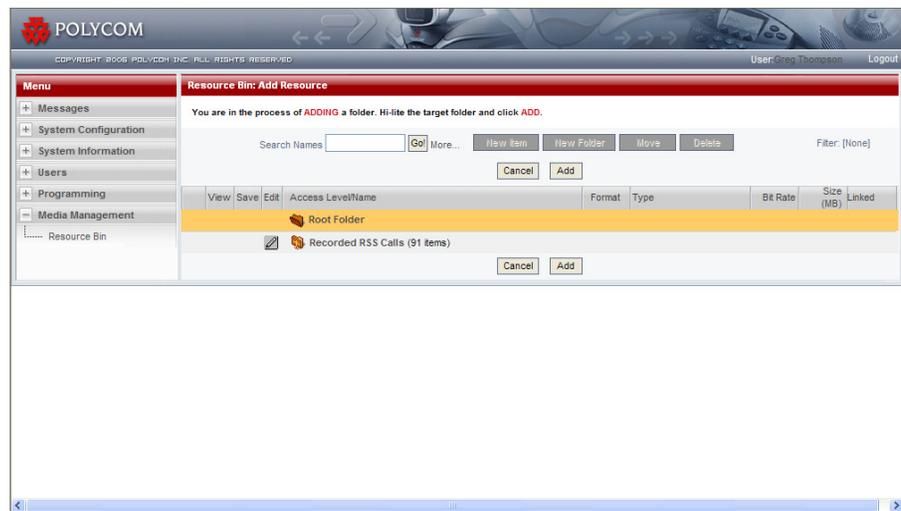
4   Select the folder in which you want to add your new folder by clicking it.

5   Click the **Add** button.

The **Resource Bin: New Folder** page appears.
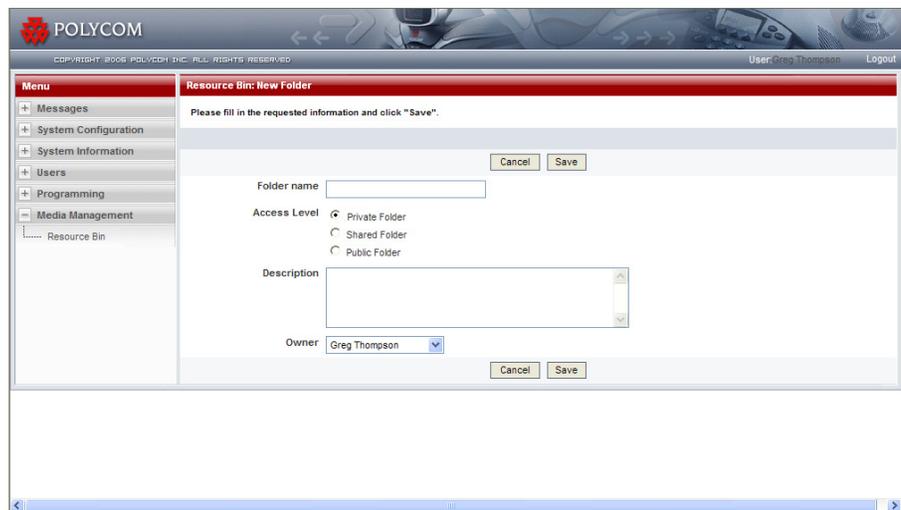
6   Provide a name for the folder, the access level you want to assign to it, and an optional description.

7   Click **Save** to create the folder.

Moving Items Between Folders

To move items between folders:

1 Click **Media Management**.

2 Click **Resource Bin**.

3 Select the items you wish to move by checking the boxes to the left of the item names.

4 Click **Move** at the top of the resource listings.

The **Resource Bin** displays with the previously opened folder highlighted in yellow.

5 Select the folder into which you want to move the selected items.

6 Click the **Paste** button.

Adding New Resource Bin Items

To add new Resource Bin items:

You can upload items to the Resource Bin in the VMC 1000 only if you have installed the Upload External Content feature.

1 Click **Media Management**.

2 Click **Resource Bin**.

3 Click the **New Item** button at the top of the resource listings.

The **Resource Bin** displays with the previously opened folder highlighted in yellow.

4 Select the folder in which you want to create the item.

5 Click **Add**.

6 Select the radio button for the item type you wish to add.

7 Click **Next**.

If the item you wish to add is a file that must be uploaded to the **Resource Bin**, continue with Step 8. Otherwise, skip to step 10.

8 From the **Upload New Resource** page, click the **Browse…** button.

If it is your first time uploading you could be prompted to accept the installation of the Upload Progress applet.

9   Select the file to be uploaded from your hard drive or mapped network drives in the pop-up window.

10 Click **Open**.

The file's path appears in the text field of the **Upload New Resource** page.

11 Click **Upload and Save** to continue.

If configured for the domain, a progress indicator alerts you to the status of the upload process. When the file has successfully uploaded, you are presented with the next screen.

12 For any **Resource Bin** type, you must specify the **Access Level**, which determines whether any other Content Owners can use, edit, or delete this item.

Adding New Streaming Media

To add new streaming media:

1   Follow the steps from the "Adding New Resource Bin Items" on page 20.

2   Select whether the media file uploaded is **Audio** or **Video**.

3   Specify the bitrate of the uploaded file.

You can use an approximate value from the pull-down menu, or specify and exact value, which can be text. For Windows Streaming Media files, the bitrate is extracted from the file itself during upload and a value is shown in the bitrate field.

4   Specify a **Display Name**.

5   Enter an optional description for the item.

6   You must fill in a positive duration value for streaming media in minutes.

The streaming media files approximate duration is extracted from the file and entered into the **Duration** box or you can change this manually.

You are prompted to choose which Content Owners can own this content item.

7   Click **Save**.

Adding New Downloadable Media

To add new downloadable media:

1   Follow the steps from the "Adding New Resource Bin Items" on page 20.

2   Specify a **Display Name**.

3   Enter an optional description for the item.

4   You are prompted to choose which Content Owners can own this content item.

5   Click **Save.**

Adding New Thumbnails

To add new thumbnails:

1   Follow the steps from the "Adding New Resource Bin Items" on page 20.

2   Enter a **Display Name**.

3   Enter an optional description for the item.

4   You are prompted to choose which Content Owners can own this content item.

5   Click **Save**.

Adding New Slides

To add new slides:

1   Follow the steps from the "Adding New Resource Bin Items" on page 20.

2   Select **Access Level** for the slide.

3   In the **Display Name** field, enter the name for the slide presentation.

4   In the **Description** field, enter a description for the slide presentation.

5   In the **Slide Size** field, enter the dimensions for how the slide presentation displays in a program.

6   In the **Owner** field, enter the name of the owner of the slides.

7   Click the **Save** button.

The slides are uploaded to the Resource Bin as individual JPEG images that you can use to sync with your video in a program.

Editing Resource Bin Items

To edit Resource Bin items:

1   Click **Media Management**.

2   Click **Resource Bin**.

The **Resource Bin** displays showing the Root Folder contents.

3   Click the folder link to open a particular folder and display its contents.

4   Click **Edit** icon for the **Resource Bin** item you wish to edit.

A page displays showing the stored properties for the item.

NOTE: You cannot edit recorded RSS 2000 calls.

Deleting Resource Bin Items

To delete Resource Bin items:

1   Click **Media Management**.

2   Click **Resource Bin**.

3   The **Resource Bin** displays showing the Root Folder contents.

4   Click the folder link to open a particular folder and display its contents.

5   Check the checkbox to the left of the item name for any items you wish to delete.

6   Click the **Delete** button.

You are asked to confirm the deletion.

7   Click **OK** to delete the items or click **Cancel** to return to the default Resource Bin view.

Searching the Resource Bin

The Resource Bin search allows you to find resources based on keywords and a variety of attributes. A simplified version of Resource Bin search is available from the Resource Bin page. This simplified search allows you to search by resource name only.

To use the simplified search:

1   Click **Media Management**.

2   Click **Resource Bin**.

3   Enter your keyword in the text box to right of the words **Search Names.**

4   Click the **Go!** button.

The **Resource Bin: Search Results** page appears.
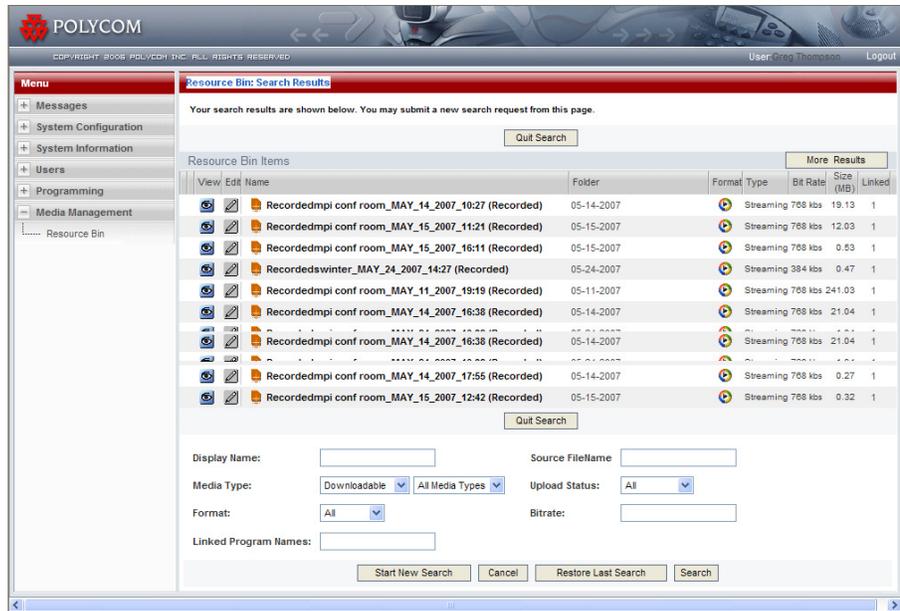
You can search resources by additional attributes, including media type, format, bitrate, and upload status.

To use the advanced search:

1   Click **Media Management**.

2   Click **Resource Bin**.

3   Enter your keyword in the text box to right of the words **Search Names.**

4 Click the link called **More…**.

The **Resource Bin: Advanced Media Search** page appears.

The attributes available for searching depend upon the configuration of your domain.

5 Enter the keywords and select the attributes you want to search by and click the **Search** button.

Search results are displayed in a manner similar to how they are listed in the **Resource Bin**. If more than 10 search results are found, you have the option of scrolling through your result set by means of the **Previous Results** and the **More Results** buttons.

About Channels

A channel is the middle level of content hierarchy. A channel is a container for programs generally of the same subject matter. Once content has been added to a channel owned by someone, only the person who owns the channel can edit the content once it has been moved to this channel.

Channels are owned by a Site Administrator or a Content Owner. However, any Site Administrator can access and modify any program or channel in the VMC 1000. For more information about channels, see Chapter 1, "About the VMC 1000."

About RSS 2000 Channels

If the Site Administrator has configured the VMC 1000 to import live feeds from the RSS 2000, these live feeds automatically are imported as channels and programs. However, you can move a channel to a different category, rename the channel, and you can move and rename the program.

Adding or Editing a New Channel

Adding Channel Information

To add or edit a new channel:

1   From the menu, click **Programming**.

2   Click **Add a Channel**.

3   If you wish to copy an existing channel's attributes as a template, select that channel from the list and click **Copy**. You can then skip to the Adding Channel Details section.

4   Enter the channel name. This name is seen on the Viewer Portal.

5   Enter a short description of your channel.

This description appears on the channel listing page. It can be truncated by the VMC 1000 so it displays more cleanly within the user interface.

6   Enter a long description, which appears on the Viewer-side channel page. The long description can include HTML if your domain is configured to allow this.

7   If you do not want the channel to appear on the Viewer Portal right away, click the **Suspended Channel** radio button. You can then populate the channel with programs prior to making it active.

8   Click the **Edit** icon in the **Channel Image** section to select a thumbnail image that is displayed on the Viewer Portal.

VMC 1000 supports BMP, PNG, and JPEG as file formats you can use for thumbnail images.

9   From the **Resource Bin** page, click the checkbox next to the thumbnail you want to use from the Resource Bin listing. You are returned to the **Channel Wizard**.

NOTE: You can only upload a thumbnail if you have purchased the Upload External Content feature.

10   Click the **Next** button to go to step 2 of the **Channel Wizard** page.

Adding Channel Details

To add channel details:

1 From step 2 of the **Channel Wizard**, select a **Primary Category**.

If there are no categories listed in the primary category drop-down menu, contact your Site Administrator. It is also possible to select up to three secondary channel categories.

2 Enter search keywords.

When a Viewer performs a search, the system returns a match when the channel's name, long description, or keywords matching the Viewer's search terms. The more keywords entered, the more likely the channel is retrieved in a channel search. The keywords field is particularly useful for entering additional keywords that do not appear in titles or descriptions.

3 Click the **Next** button to continue and review the channel information on the **Channel Summary** page.

Review Channel Summary Information

To review channel information:

1 Review the **Channel Summary** page.

2 Make any changes by clicking the **Edit** icon for that section of the wizard.

3 Click the **Save** button.

Copying and Pasting Channel URLs

To copy and past channel URLs:

The Channel URLs feature allows you to copy links to VMC 1000 channels, programs, and media into external applications. In addition, an XML representation of a channel is provided.

1 From the menu, click **Programming**.

2 Click **Your Channels**.

3 Click the **URL** icon next to the desired channel.

On the **Programming URLs** page are all the URLs for the selected channel, its programs, and associated resource items.

4 To copy these URLs to the Windows clipboard, right-click the **Copy URL** button in the **Channel Page URLs** section and choose **Copy Shortcut**.

You can now paste the URLs into any source file. The channel listing XML field contains an XML file describing the channel, program, media URLs, and corresponding metadata to be used when integrating the VMC 1000 content with an external site or application.

About Conference Call Channels

A Site Administrator can enable VMC 1000 to capture live video conference feeds from the RSS 2000. VMC 1000 then saves the stream as a program and automatically creates a channel called "conference calls" (adding the associated date of the stream in the channel name). The Site Administrator can edit a conference call channel in a manner similar to how channel types are edited.

About Programs

A program is a metadata "wrapper" that controls access to resources published using VMC 1000. Programs aggregate related streaming files and downloadable files from the Resource Bin for online presentation. There can be several Resource Bin items associated with a single program. For example, a program can contain the same video in multiple bit rates, or non-related video files with different bit rates. Programs are owned by the owner of the channel in which the program resides. For more information about how programs work with categories and channels, see Chapter 1, "About the VMC 1000."

Understanding Program Access Status

Program access describes whether the program is accessible by Viewers. Each program has a number of attributes that define whether the program is available to Viewers, and if so, under what conditions. These are:

- Program Completeness

- Status (active or suspended)

- Parent Channel's Status

- Start & End Listing Dates

- Private Program

- Group Association

- Encode Only (never available)

Based on all the attributes, a program can be:

- **Available**: Accessible by any Viewer, authenticated or not.

- **Incomplete**: Program requires additional information before it can be used.

- **Restricted**: Accessible under certain conditions. These are:
  - **Group Restricted**: Only authenticated group members may see the program.
  - **Private**: The program may only be seen by entering a private access code.
  - **Not Listed**: The program does not appear on the Viewer Portal. The only way to access the program is from a content link sent to the user outside of the VMC 1000 or published to an external portal.
- **Unavailable**: Not accessible by any Viewer. This may be for one or more of the following reasons:
  - **Never Published**: The program was saved as a draft only.
  - **Suspended**: The program has been suspended.
  - **Channel Suspended**: The channel that contains the program has been suspended. None of the programs in a suspended channel are accessible.
  - **Pending**: The Start Listing Time has not been reached yet.
  - **Expired**: The End Listing Time has been reached.
  - **No Groups**: The program is group restricted, but no groups are specified. The program is therefore not viewable by anyone.
- **Hidden**: Encode Only programs are not meant for viewing, and are always hidden from Viewers.

Details

If you place your mouse over the Access icon, the Access description displays. The description shows any reasons why the program is not publicly available.

Program Types

The VMC 1000 supports programs in the following formats:

- Video calls recorded by the RSS 2000 and imported into VMC 1000 in the form of Window Streaming Media, plus additional data.
- Video on Demand (VOD)
- Scheduled Rebroadcast

About RSS 2000 Programs

If the VMC 1000 is automatically configured to import live feeds from the RSS 2000 and convert them to programs, you can see them. You can move them from the Resource Bin, edit and rename them, and assign them to different categories.

Creating a VOD Program

To create a VOD program:

If channels are enabled, in order to add a program, you must first establish at least one channel. Please see the About Channels section in this chapter for more information.

1 From the menu, click **Programming.**

2 Click the **Add Program** icon.

The **Program Creation Wizard** appears.
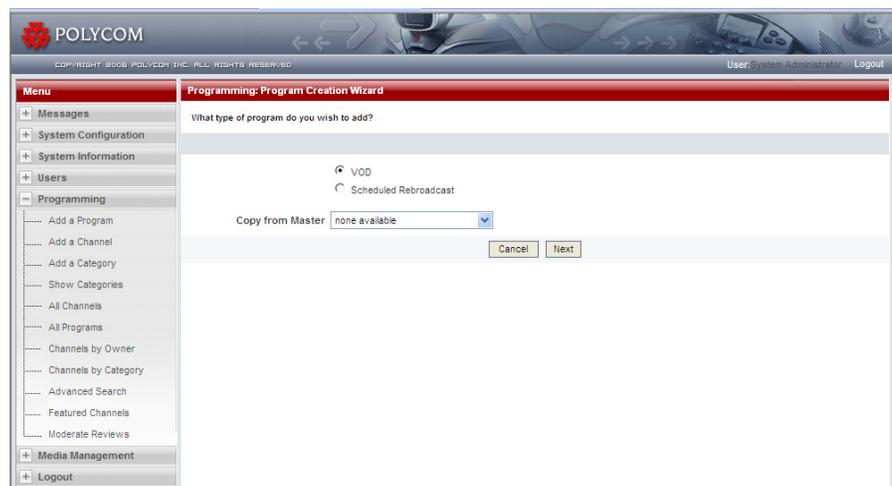
3 Select the **VOD** option.

4 If you have already created a program with attributes that you want to copy to this program, and saved it as a Master Program, select a program to copy attributes from the drop-down menu. If not, then please continue with the following steps.

5 Click **Next**.

The **Program Information** page appears.

Adding Program Information

To add program information:

1   From the **Program Information** page, select the **channel** you want to create the program in, or create a new channel.

2   Enter the **program name**. This name appears to Viewers to identify the program.

3   Fill in descriptions and search keywords (this is optional).

The more keywords you enter, the more likely your program is to come up in a program search.

4   Click **Next** to continue.

The **Program Listing** page appears.

Adding a Program Listing

To add a program listing:

1 From the **Program Listing** page, under **Start Listing**, select when you want the program to begin being listed on the Viewer Portal.

Depending on how the VMC 1000 is configured to update the programming cache, it could take a few minutes for the program to become visible to Viewers. You can choose to not list the program yet by saving it as a draft for publishing later.

2 Under **End Listing**, enter an expiration date/time if you would like the program to expire at a certain date.

When this time is reached, the program is no longer listed on the Viewer Portal or available to Viewers.

3 You can choose to suspend the program.

Suspending the program removes it from the Viewer Portal and makes it unavailable to Viewers, but retains the program in its current channel for later reuse. The program is not deleted from the VMC 1000.

4 Click **Next** to continue.

The **Program Media** page appears.

Adding Program Media

To add program media:

1 From the **Program Media** page, click the **Edit** icon in the **Program Image** section to add a program image (thumbnail) to display on the Viewer Portal.

NOTE: You can only upload a thumbnail if you have purchased the Upload External Content feature.

The **Resource Bin** page appears.

2 From the **Resource Bin** page, click the checkbox next to the thumbnail you want to use from the **Resource Bin** listing.

The **Program Media** page appears. If you do not select a thumbnail, the system uses the default thumbnail set by your Site Administrator (typically a company logo).

3 Click the **Edit** icon in the **Streaming Media** section to associate streaming media with this program.

The **Resource Bin** page appears. The Resource Bin filters media items to show only the appropriate streaming item types that you can add to the program type.

4 Once in the **Resource Bin**, click the checkboxes next to the items you want to add from the media folders.

5 Click the **Continue** button.

You can associate more than one streaming file with any program.

6 Enter the program duration in minutes.

7 Select the **Use Embedded Media Player for Media** checkbox if you want this program's media content items to be launched in a branded pop-up window.

> **NOTE**: Whether or not you check the Use Embedded Player option, Live Calls and Recorded Calls with screen capture (H.239 content) are always created using a standalone player to preserve the original dimensions of the captured videos.
> .

8 Click the **Edit** icon in the **Downloadable Media** section to associate downloadable media with this program.

> **NOTE**: You can only upload downloadable media if you have purchased the Upload External Content feature.

The **Resource Bin** page appears.

9 Select the downloadable media from the **Resource Bin** listing.

10 Click **Continue**.

The **Program Media** page appears.

11 Click **Next**.

The **Program Access** page appears.

Setting Program Access

To set program access:

1 From the **Program Access** page, check the **Require Login to View Content** box only if you want to require your users to log in to the system before viewing content.

2 Check the **Require Viewer Private Code** box only if you want to make this program a Private Program by requiring a private code.

3 If user-defined private codes are allowed, you must either enter a code, or click the **Generate** button to create a random one.

4 If user-defined codes are not allowed, you must click the **Generate** button.

5 If you create a hidden private program, uncheck the **Publish in Listings** checkbox.

NOTE: If you uncheck the **Publish in Listings** checkbox, you must send the private program code or content link to your Viewers, or they cannot access the program.

6 If the **Viewer Groups** option has been enabled, search for users and groups and select the groups and users you want to have access to this program by clicking the checkbox next to that group.

Only members of these groups and specified users are able to view the program.

7 If you want to make a program accessible to all Viewers, check the **Check All** checkbox under **Assigned Principals**.

8 Click the **<< & >>** button.

9 Click **Next** to continue.

The **Program Summary** page appears.

Reviewing the Program Summary Page

To review the Program Summary page:

1 Review the **Program Summary** page for accuracy.

2 You can toggle the status of the program by clicking the **Program Status** icon at the top of the page.

3 Click **Save** to save your program.

Creating a Scheduled Rebroadcast Program

To create a Scheduled Rebroadcast program:

If channels are enabled, in order to add a program you must first establish at least one channel. Please see the About Channels section in this chapter for more information.

1 From the menu, click **Programming.**

2 Click the **Add Program** icon.

The **Program Creation Wizard page** appears.

3 Select the **Scheduled Rebroadcast** option.

4 If you have already created a program with attributes that you want to copy to this program, and saved it as a Master Program, select a program to copy attributes from the drop-down menu. If not, then please continue with the following steps.

5 Click **Next**.

The **Program Information** page appears.

Adding Program Information

To add program information:

1 From the **Program Information** page, select the **channel** you want to create the program in, or create a new channel.

2 Enter the **program name**. This name appears to Viewers to identify the program.

3 Fill in descriptions and search keywords (this is optional).

The more keywords you enter, the more likely your program is to come up in a program search.

4 Select the **Use Embedded Media Player for Media** checkbox if you want this program's media content items to be launched in a branded pop-up window.

NOTE: Whether or not you check the Use Embedded Player option, Live Calls and Recorded Calls with screen capture (H.239 content) are always created using a standalone player to preserve the original dimensions of the captured videos.

5 Click **Next** to continue.

The **Program Listing** page appears.

Adding a Program Listing

To add a program listing:

1   From the **Program Listing** page, under **Start Listing,** select when you want the program to begin being listed on the Viewer Portal.

Depending on how the VMC 1000 is configured to update the programming cache, it could take a few minutes for the program to become visible to Viewers. You can choose to not list the program yet (by saving it as a draft for publishing later).

2   Under **End Listing,** enter an expiration date/time if you would like the program to expire at a certain date.

When this time is reached, the program is no longer listed on the Viewer Portal or available to Viewers.

3   Under **Broadcast History**, click the **Show** and **Hide** link to show or hide the start dates and times for previous broadcasts of this program.

4   Under **Broadcast Times,** enter multiple start times for this program. Be sure to check the checkbox for any dates you wish to add.

5   You can choose to suspend the program.

Suspending the program removes it from the Viewer Portal and makes it unavailable to Viewers, but retains the program in its current channel for later reuse. The program is not deleted from the VMC 1000.

6   Click **Next** to continue.

7   The **Program Media** page appears.

Adding Program Media

To add program media:

1 From the **Program Media** page, click the **Edit** icon in the **Program Image** section to add a program image (thumbnail) to be displayed on the Viewer Portal.

NOTE: You can only upload a thumbnail if you have purchased the Upload External Content feature.

The **Resource Bin** page appears.

2 From the **Resource Bin** page, click the checkbox next to the thumbnail you want to use from the **Resource Bin** listing.

The **Program Media** page appears. If you don't select a thumbnail, the system uses the default thumbnail set by your Site Administrator (typically a company logo).

3 Click the **Edit** icon in the **Streaming Media** section to associate streaming media with this program

The **Resource Bin** page appears. The Resource Bin filters media items to show only the appropriate streaming item types that you can add to the program type.

4 Once in the **Resource Bin,** click the checkboxes next to the items you want to add from the media folders.

5   Click the **Continue** button.

You can associate more than one streaming file with any program.

6   Enter the program duration in minutes.

7   Select the **Use Embedded Media Player for Media** checkbox if you want this program's media content items to be launched in a branded pop-up window.

8   Click the **Edit** icon in the **Downloadable Media** section to associate downloadable media with this program.

> **NOTE**: You can only upload downloadable media if you have purchased the Upload External Content feature.

The **Resource Bin** page appears.

9   Select the downloadable media from the **Resource Bin** listing.

10   Click **Continue**.

The **Program Media** page appears.

11   Click **Next**.

The **Program Access** page appears.

Setting Program Access

To set program access:

1 From the **Program Access** page, check the **Require Login to View Content** box only if you want to require your users to log in to the system before viewing content.

2 Check the **Require Viewer Private Code** box only if you want to make this program a Private Program by requiring a private code.

3 If user-defined private codes are allowed, you must either enter a code, or click the **Generate** button to create a random one.

4 If user-defined codes are not allowed, you must click the **Generate** button.

5 If you create a hidden private program, uncheck the **Publish in Listings** checkbox.

> **NOTE**: If you uncheck the **Publish in Listings** checkbox, you must send the private program code or content link to your Viewers, or they cannot access the program.

6 If the **Viewer Groups** option has been enabled, search for users and groups and select the groups and users you want to have access to this program by clicking the checkbox next to that group.

Only members of these groups and specified users are able to view the program.

7 If you want to make a program accessible to all Viewers, check the **Check All** checkbox under **Assigned Principals**.

8 Click the **<< & >>** button.

9 Click **Next** to continue.

The **Program Summary** page appears.

Reviewing the Program Summary Page

To review the Program Summary page:

1   Review the **Program Summary** page for accuracy.

2   You can toggle the status of the program by clicking the **Program Status** icon at the top of the page.

3   Click **Save** to save your program.

Editing a Program

To edit a program:

1   From the menu, click **Programming.**

2   Choose the appropriate browsing mode by selecting either the **All Channels** or **All Program** option.

3   Navigate to the program you want to edit.

4   Click the **Edit** icon for the program you want to modify.

5   The **Program Summary** page displays. You can edit any of the grouped properties by clicking the **Edit** icon for that section.

Previewing a Program

To preview a program:

1   From the menu, click **Programming.**

2   Choose the appropriate browsing mode by selecting either the **All Channels** or **All Program** option.

3   Navigate to the program you want to preview.

4   Click the **Preview** icon for the program you want to view.

Copying and Pasting Program URLs

The Program URLs feature allows you to copy links to VMC 1000 programs and media into external applications. In addition, an XML representation of a program is provided.

To copy and paste program URLs:

1   From the menu, click **Programming.**

2   Choose the appropriate browsing mode by selecting either the **All Channels** or **All Programs** option.

3   Navigate to display a list of programs.

4   Click the **URL** icon next to a program.

You are presented with a screen that has all of the URLs for the program you selected.

5   To copy these URLs into memory, right-click the **Copy URL** button in the **Program URLs** section.

6   Copy **Shortcut**.

For private programs, you are provided with two content links, one that contains the private code already included in the link, and one without. If the link does not contain the private code, Viewers are prompted to enter the access code.

The program listing XML field contains an XML file of program, media URLs, and corresponding metadata, to be used when integrating VMC 1000 content with an external site or application.

Saving a Program's Downloadable Media

The VMC 1000 allows you to save a program's downloadable media to your PC.

To save downloadable media to your PC:

1   Navigate to a program in the VMC 1000.

    Click the **Save** icon next to the program.

2   Select a directory on your PC to save a program's downloadable media to your PC.

5

Using the Media Editor

Overview

This chapter explains how edit video media used in your programs.

This chapter contains the following sections:

- About Media Editor
- Editing Video Content

About Media Editor

Media Editor is a web-based tool that allows you to edit script events associated with an archive of a video file. These script events include slide and poll events that can be added, deleted, or have their timestamp edited; also, chapters and closed captions that can be added, edited, or deleted.

The archived media file can also be non-destructively trimmed to remove unwanted portions of the start and/or end of the video. When played though the VMC 1000, only the specified portion of the video is streamed.

Editing Video Content

The Media Editor interface consists of four main areas; the Video Player area (top left), the Slide and Caption preview area (top right), the Timeline Area (bottom left), and the Edit Window area (bottom right).

To launch the Media Editor:

1   From the Resource Bin, click the **Edit** icon for the video in the Resource Bin.

    The Resource Bin: Edit Hosted Streaming Item page appears.
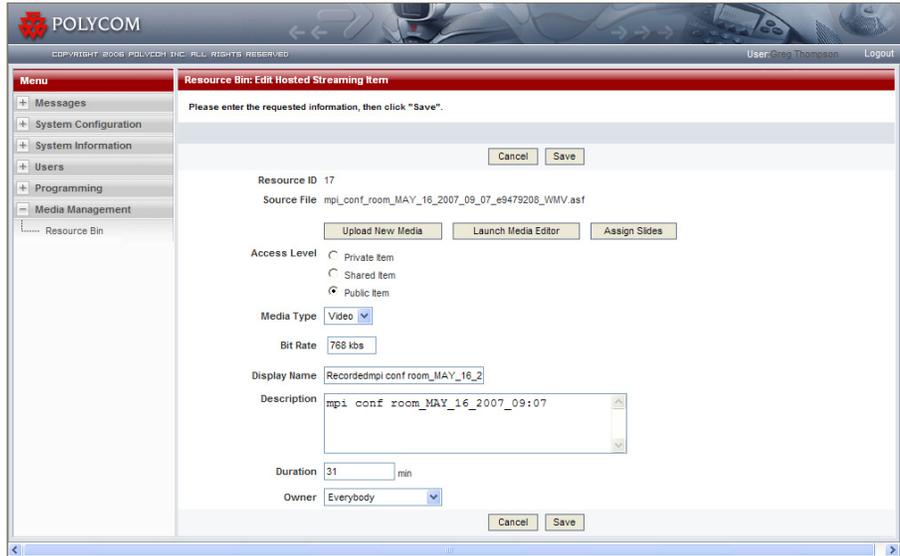
2 Click the **Launch Media Editor** button to launch the Media Editor interface.

The **Resource Bin: Media Events Editor** page appears.
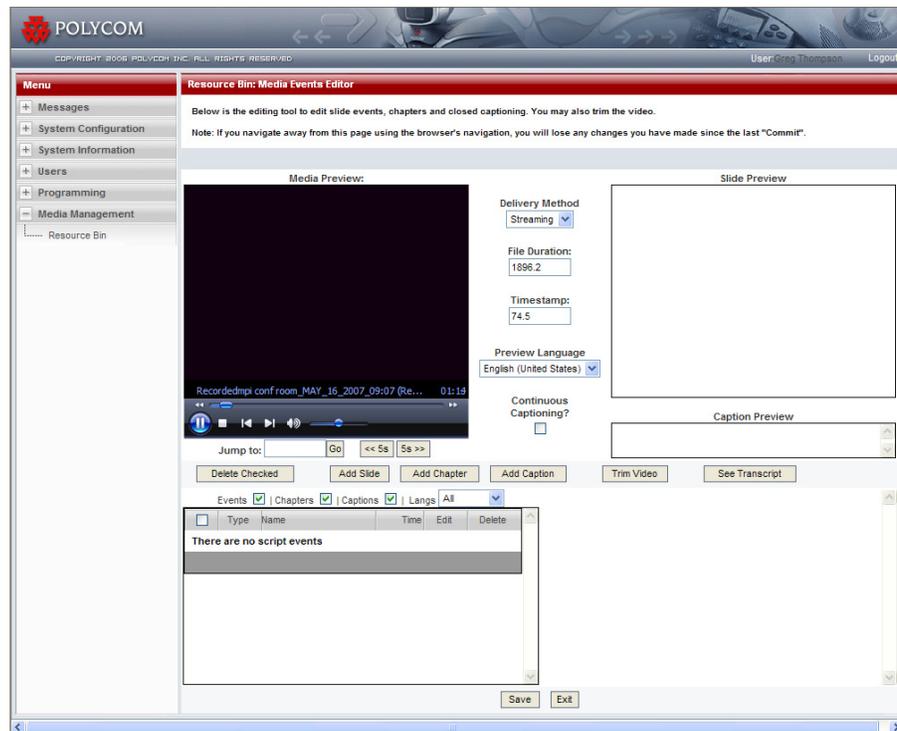
The video downloads and plays rather than streams. You can only edit the video after it has completely downloaded.

The Timeline Area

There are the standard video player controls attached to the player. In addition, there are buttons to jump five seconds forwards or backwards in the video, as well as a Jump To feature that allows you to cue the player to a specified timestamp.

The Slide and Caption Preview Area

This area shows what slide and caption (if any) are displayed at the Video Player's current timestamp. If there are captions in more than one language, the Preview Language pull-down between the Preview area and the Video area selects which language displays.

The Timeline Area

The Timeline Area shows a list of events associated with the video in chronological order. Each event type has its own icon:

- Slide
- Chapter
- Caption

Filtering Events

The list of events can be filtered by un-checking some of the event types to be displayed from the top of the Timeline.

To only show captions:

- From the Timeline area, un-check **Chapters** and **Events**.

To only show English captions:

1 From the **Timeline** area, select **English** from the pull-down at the top of the Timeline.

   Clicking the timestamp for the event cues the video player to that time in the video.

Adding Slides, Chapters, or Captions

To add slides, chapters, or captions:

1 Click **Add Slide**, **Add Chapter** or **Add Caption,** or the **Edit** icon for one of the events.

   The appropriate edit page in the **Edit** window opens.

2 Enter the requested information.

3 To populate the Timestamp field with the video player's current timestamp, click the **Paste Timestamp** from the Player icon.

4 Click the **Merge** icon in the **Edit** window if you are editing an existing caption and you want to merge it with the previous caption of that language.

   The dialog prompt shows the new caption text and how long that caption is displayed for.

To delete a single event:

1   Click the **Delete** icon for that event.

2   To delete multiple events, check the boxes to the left of the events to be deleted.

3   Click the **Delete Selected** button.

You can select all displayed events by checking the checkbox at the top of the list.

Enabling Continuous Captioning

The Enable Continuous Captioning feature allows you to listen to a portion of the video, click the Enter key to pause the video and move the browser focus to the Caption Text area. You can then type the text of what was just said.

Hitting the Enter key again saves the caption, opens a new caption window, sets the player's current timestamp as the timestamp of the new caption, and resumes playback of the video. In this way, the audio track of the video is captioned without needing to use the mouse.

To the enable Continuous Captioning:

•   Select the **Continuous Captioning** checkbox.

Displaying Transcript Text

You can display the text of all captions of the currently selected Preview Language. Doing so is helpful for proof-reading, or copying and pasting into a document for attachment to the program.

To display transcript text:

•   Click the **See Transcript** button.

Trimming Video

You can change the startpoint or endpoint of the video. Once saved, the video plays back only from between these two trim points.

To trim video:

•   Click the **Trim Video** button.

6

Creating Reports

Overview

Reports allow Site Administrators and Content Owners to see information and statistics on the use and effectiveness of their streaming media. All reports are generated in HTML format.

The VMC 1000 supports two types of reports:

- Aggregate Program Reports - Accessible only by Site Administrators
- Program Reports - Accessible by Site Administrators and Content Owners

This chapter contains the following sections:

- About Aggregate Program Reports
- About Program Reports
- Printing Reports From Internet Explorer

About Aggregate Program Reports

The VMC 1000 has the following Aggregate Program Reports:

- **Program Summary Report** - This report offers statistical information for each program, including page and media views, megabytes streamed, and average views.

- **Media Viewing Report** - This report lists the total number of times that a content link was clicked by a site visitor for each program. The results are reported by channel.

- **Viewer Activity Report** - This report provides user activity by program for selected channels, including time of viewing, minutes viewed, and format.

- **Program Popularity Report** - This report lists the most popular programs, based on the number of views of the programs, over the time period designated.

- **Domain Summary Report** - This report provides megabytes streamed per channel, Resource Bin storage, revenue summary, usage summary, and user summary information for the entire domain over the time period designated.

Generating Aggregate Program Reports

To generate Aggregate Program Reports:

1 From the menu, click **System Information.**

2 Click the **Reports** button.

The **Reports** page appears.
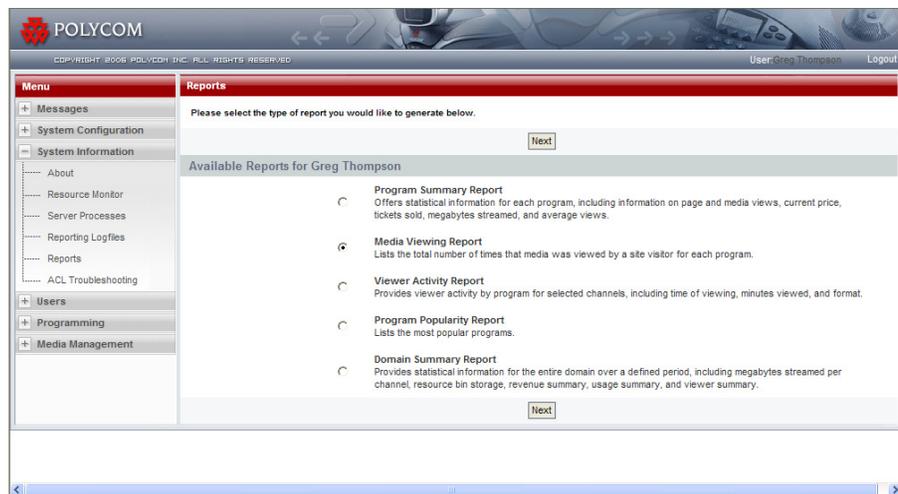
3 Select the radio button for the report type you want to generate.

Click **Next**.

4 If prompted, select the channels you want to include in the report.

5 Click **Next**.

6 Select the time range over which you want to include report data. You can choose to include data over a one week, an eight week, or a six month period.

7 Select whether the report should be generated in Portrait or Landscape mode, and whether to include table borders.

8 Click **Generate Report**.

About Program Reports

Program Reports are available in HTML format for a particular program or user. These reports are available from the Program listing page, or the Viewer listing page. The VMC 1000 has the following Program Reports:

- **Viewer Attendance** - This report lists the number of media requests and date of last request for a particular program.

- **Media Viewing Records** - This report lists user activity by program. This report includes time of viewing, minutes viewed, format, and percentage of compliance (percentage of entire program viewed), but is not available for live programs.

- **Detailed Program Viewing Report** - This report includes date, time and percentage viewed information for each program viewed by a particular Viewer.

Generating Viewer Attendance and Media Viewing Records Reports

To generate Viewer Attendance and Media Viewing Records reports:

1 From the menu, click **Programming**

2 Choose the appropriate browsing mode by selecting one of the following options:

    a Show Categories

    b All Channels

    c All Programs

    d Channels by Content Owner

    e Channels by Category

    f Browse by Category

    g Advanced Search

3 Select a Content Owner or category from the folder list provided, if prompted.

4 Select the channel to display a list of programs.

5 Click the **Report** icon next to a program.

6 Enter the time period you want to report over and click the appropriate **Generate Report** button.

Generating Detailed Program Viewing Reports

To generate Detailed Program Viewing Reports:

1   From the menu, click **Users**.

2   Click **Show Users**.

3   Click the **Report** icon to the right of the appropriate user name.

Printing Reports From Internet Explorer

Setting the Page Orientation

Using this feature, you can choose to format the report for either portrait or landscape printing. For on-screen viewing, it is recommended to use "Portrait." If you choose to generate your report in "Landscape" format, choose the "Landscape" print mode for your printer.

To set the page orientation:

1   From Internet Explorer, choose **File > Print**.

2   Click the **Layout** tab.

3   Choose **Landscape**.

4   Click **OK**.

Setting Printing Background Color & Images

By default, most browsers do not print background colors and background images. If you print your report and do not see table background color, perform the following procedure to enable the feature in your browser.

To set printing background color and images:

1   From Internet Explorer, choose **Tools > Internet Options...**

2   Click the **Advanced** tab.

3   Under Printing, check the **Print background colors and images** box.

4   Click **OK**.

5   Print your report as normal.

Setting Page Print Margins

In order for the reports to fit on the page properly, it may be necessary to set the print margins for the page. If the right-hand edge of the report is cut off, perform the following procedure to set the margins.

To set page margins:

1   From Internet Explorer, choose **File... Page Setup...**

2   Enter **0.5** for each of the four margins.

3   Click **OK**.

4   Print your report as normal.